

Marketing: School Year _____
Marketing & Management I-Principles
Course Code # 5000 Term: ____ Fall ____ Spring
½ Credit _____ **1 Credit** _____ **2-3 Credits** _____

Standards to be completed for ½ credit are identified with one asterisk (*).
 Additional standards to be completed for 1 credit are identified with two asterisks (**). A work-based component for 2-3 credits is identified with three asterisks (***).

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 40, with Work-Based Learning = 44, 1 credit = 52, WWBL =56	
# of Competencies Mastered:	
% of Competencies Mastered:	

***Standard 1.0 The student will understand the relevance of the marketing foundations and how they impact all individuals, professions and entities.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Analyze the benefits of marketing and their importance			
1.2	Examine marketing functions and related activities			
1.3	Differentiate the various markets			
1.4	Assess the concept of market segmentation			
1.5	Evaluate the marketing mix and its contribution to successful marketing			

***Standard 2.0 The student will gain an understanding of economic concepts and principles in a global economy.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Differentiate between the types of economic systems including the interrelationship of business, government and individuals			
2.2	Assess economic concepts globally			
2.3	Analyze the free enterprise system			
2.4	Examine economic indicators and business cycles			
2.5	Demonstrate a knowledge of international trade			
2.6	Evaluate the relationship of cost/profit to supply and demand			
2.7	Evaluate the effects of monetary and fiscal policies on economic decisions			
2.8	Examine the relationship of values/beliefs to economic goals			

***Standard 3.0 The student will understand the nature and scope of selling.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Understand the concepts and techniques of selling			
3.2	Analyze the factors that influence customer buying decisions			
3.3	Demonstrate the selling process and techniques used in marketing and management			

****Standard 4.0 The student will analyze promotion as it relates to the marketing mix.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Examine the types of promotions in marketing and management			
4.2	Distinguish between institutional and promotional advertising			
4.3	Differentiate between different types of advertising media			

****Standard 5.0 The student will examine the nature and scope of product/service management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Examine the components of products/service planning			
5.2	Assess the importance of extended product/service features			
5.3	Evaluate the importance of branding, packaging, and labeling			

****Standard 6.0 The student will evaluate strategies utilized in determining and adjusting prices to maximize return and ensure customer satisfaction.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Distinguish the importance of price planning			
6.2	Determine pricing strategies			
6.3	Analyze pricing mathematical procedures			

****Standard 7.0 The student will analyze the importance of distribution in marketing and management**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Distinguish channels of distribution and channel members			
7.2	Examine the nature and scope of physical distribution			
7.3	Compare and contrast stock handling and inventory control			

***Standard 8.0 The student will develop human resource skills to be used in preparing for a marketing career.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Categorize opportunities available for a career in marketing			
8.2	Distinguish techniques necessary for acquiring a marketing job			
8.3	Analyze the importance of communication skills in marketing			
8.4	Appraise appropriate interpersonal skills needed in marketing careers			

***Standard 9.0 The student will apply organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Demonstrate a knowledge of DECA			
9.2	Utilize critical thinking in decision-making situations			
9.3	Identify and develop personal characteristics needed in leadership situations			

*****Standard 10.0 The student will analyze how marketing and management I principles are applied in a specific work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Apply principles of marketing and management to a work-based situation			
10.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
10.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
10.4	Employ the principles of safety to the work-based experience			

***Standard 11.0 The student will understand the importance of subject matter integration in the area of marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
11.1	Differentiate between the types of economic systems			
11.2	Assess economic concepts in a market economy			
11.3	Analyze the role of government in a free enterprise system			
11.4	Examine economic indicators and business cycles			
11.5	Demonstrate a knowledge of international trade			
11.6	Distinguish among geographic, demographic, psychographic and behavioral segmentation			
11.7	Develop creative thinking skills			
11.8	Develop vocabulary and writing skills			
11.9	Analyze, compare, interpret, and apply basic concepts			
11.10	Express ideas and information clearly using proper terminology and grammar			
11.11	Perform mathematical calculations using algebraic expressions			
11.12	Examine computer applications in marketing			
11.13	Discuss the future of technology in marketing			
11.14	Evaluate environmental laws in business			
11.15	Recognize the influence of science in product development			

11.16	Analyze the use of natural resources in economic systems		
11.17	Examine the effects of recycling on the environment		

Additional comments:
